

Warren County Board of Supervisors

RESOLUTION NO. 180 OF 2011

Resolution introduced by Supervisors Kenny, Merlino, Bentley, Champagne, Goodspeed, McCoy and Conover

AUTHORIZING AND APPROVING THE AMENDMENT OF INSTRUCTIONS, APPLICATION FORM FOR OCCUPANCY TAX FUNDING AND WARREN COUNTY TOURIST AND CONVENTION DEVELOPMENT AGREEMENTS

WHEREAS, the Occupancy Tax Coordination Committee has reviewed and recommend revisions to the Instructions and Application form for Occupancy Tax Funding as follows:

- 1) Instruction Sheet - amend request that three (3) copies of application be submitted, and the date change for 2011 be November 1, 2011 (see paragraphs 2 and 3); and
- 2) Application Form for Funding - rephrasing the application to clarify performance report and number of rooms used during events (see Section II. Event Background Information, subsections 12 and 13); now, therefore, be it

RESOLVED, that the Warren County Board of Supervisors hereby authorizes and approves for use in connection with applications for Warren County Tourism and Convention Development Funding the following forms which are attached hereto:

- 1) Instructions for completing application for Warren County Tourist Convention Development Agreement;
- 2) Application for Contract Funding with Warren County for the Tourist and Convention Development Agreement.

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INSTRUCTIONS FOR COMPLETING APPLICATION FOR WARREN COUNTY TOURIST AND CONVENTION DEVELOPMENT AGREEMENT

Warren County will entertain applications for contract funding to provide an incentive for a convention, trade show and/or event to occur in Warren County which provides the County with marketing and promotional opportunities and benefits to the communities, businesses and residences of Warren County.

Any organization interested in contracting with Warren County should:

1. Complete and sign the attached application being sure to answer every question. If a particular question does not apply to your organization, please insert "not applicable" or "N/A". You may answer any question by adding and referencing an addendum or other document.
2. Send or deliver the completed original application plus three (3) copies to: Ms. Leisa Grant, Principal Account Clerk, Tourism Department, Warren County Municipal Center, 1340 State Route 9, Lake George, New York 12845.
3. For consideration in the first round of Occupancy Tax awards, applications must be received in the Warren County Tourism Office by 5:00 pm on November 1, 2011.

PLEASE NOTE THE FOLLOWING:

1. Completion and submission of the application does not assure funding. All applications must be reviewed and approved by the Warren County Board of Supervisors.
2. The Warren County Board of Supervisors or Committee thereof may request a presentation or a representative of your organization to be present to answer questions.
3. The Warren County Board of Supervisors reserves the right to request additional information and/or require additional terms and conditions to the standard form agreement that has been previously approved for use in connection with these types of contracts.
4. If the Warren County Board of Supervisors determines to enter into agreement with your organization, the Warren County Attorney's office will draft and submit a contract for your organization to review and if acceptable, execute.

**APPLICATION FOR CONTRACT FUNDING WITH WARREN COUNTY UNDER THE
TOURIST AND CONVENTION DEVELOPMENT AGREEMENT**

I. ORGANIZATION AND CONTACT INFORMATION

1. A. Please set forth your complete corporate, association or group name.

- B. Please set forth the name of the event for which you wish to contract with Warren
 County.

- C. Please set forth the contract amount you propose to be paid by the County toward the
 event.

2. Is the above name the only name you conduct business or fund raising under?
 _____ Yes _____ No. If No, please provide all other names you use for business and fund
 raising purposes.

3. If your organization is incorporated, please provide the state of incorporation and
 the complete corporate name, if different than set forth above.

4. Please set forth your organization's principal business address.

5. Please set forth your organization's contact person and that person's address, email address
 and telephone number (this should be the person County representatives may contact for
 contract information or if there is a need for presentations before County Committees or other
 questions).

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Name _____

Address _____

Email _____ Telephone _____

II. EVENT BACKGROUND INFORMATION

6. Please state the date or dates on which your event is planned to occur and for which you wish to contract with Warren County.

7. Please set forth the planned location of your event.

8. Please provide a general description of your event i.e. the nature and type of event and why it is held.

9. Please describe what licenses, contracts and/or infrastructure have been or will be arranged for to support the event.

10. Please state whether this is a one-time event in Warren County or whether you plan future events.

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11. Please set forth the number of attendees projected to attend the event.
a.) _____
b) How did you determine this number of attendees? _____

12. Please set forth the number of hotel, motel, inn, bed and breakfast or other overnight accommodations anticipated or projected and the length of stay that is anticipated . No. of Rooms anticipated _____ Length of stay (per party) _____
How did you determine this number of rooms? _____

13. If your organization has previously received funding from the County, please attach the previous year's performance report and zip code list. Please indicate the projected number of rooms that were anticipated to be used for the previous year's event. _____
What was the **actual number** of rooms that were utilized? _____
How did you determine this number? _____

If you expect this to change this year, please indicate your reasons below.

14. Please set forth the marketing and advertising that is planned to occur. Please state, particularly the planned marketing and advertising areas (specify local, regional, state, national etc).

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III. EVENT FINANCING INFORMATION

15. Please set forth the total cost anticipated to be borne by your organization as sponsor for the event.

16. Please set forth the funding that has been obtained or is expected to be obtained from the businesses, persons, governmental or non-profit agencies listed (an attachment may be provided instead of listing the same):

17. Please set forth how much you expect to raise from admission charges or fees earned from participating vendors.

18. Please set forth any other governmental or non-profit group financial assistance you have applied for (if this is already stated in response to paragraph 15, you need only to state this).

19. Please set forth the total amount that your organization has calculated that needs to be raised to fund the event that is currently not available or expected to be available.

20. Please attach your proposed budget for the event, showing anticipated income and expenditures.

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III. EVENT FINANCING INFORMATION (Continued)

21. Please set forth whether you are requesting payment:

A. _____ (For events of 2 or more consecutive days)

B. _____ (For events only over long periods of time)

(Choose One)

A. within twenty-seven (27) days of all of the following occurring: (I) conclusion of the event; and (ii) the furnishing of: (a) a completed and properly executed County Voucher; and (b) proof (copies of ads, invoices etc- not paid receipts or canceled checks) that the marketing and promotional opportunities were furnished to the County as required under this agreement

OR

B. within twenty-seven (27) days of the occurrence of the first day of an event (where the event is planned to occur over a number of days, weeks or months), a portion of the amount payable equal to the amount expended for promotion and marketing where the County Logo was used as identified in paragraph three (3) of the agreement not exceeding seventy-five percent (75%) of the amount payable under the agreement. The balance of the amount due under this agreement shall be payable at the conclusion of the event upon sponsor furnishing: (i) a completed and properly executed County Voucher and (ii) proof (copies of ads, invoices etc-not paid receipts or canceled checks) that the marketing and promotional opportunities were furnished to the County as required under this agreement.

IV. WARREN COUNTY AGREEMENT INFORMATION

22. Please state whether you will agree to use the Warren County Tourism Logo with website provided by the Tourism Department in all advertisements, promotions and marketing materials distributed for the EVENT where reimbursement is requested and to secure prior approval by Tourism Department for the use and placement of the logo ***or*** if use is limited to certain promotional material, please describe where and when the logo will be used.

Please note: Any advertising, promoting and marketing for the EVENT must include the Warren County Tourism logo with website to be reimbursed. Additionally, the sponsor shall provide, at no cost, up to one (1) full page of advertising as shall be requested by the County Tourism Department for County promotion and/or advertising in the primary program, directory, magazine or other publication used by the sponsor during the event.

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23. Please state whether you have read the standard form County Tourist and Development Agreement which includes insurance requirements, and whether you are willing to be bound and execute the same, should the County determine to contract with your organization.
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I hereby certify that the above statements are true, complete and correct to the best of my knowledge and belief.

TYPE OR PRINT NAME

SIGNATURE

TITLE

DATE